

ABSTRACT OF THE DISCLOSURE

A method for automatically generating a custom image product by a service provider for a customer having at least one image captured on image bearing medium by the customer and associated related content provided by the service provider. The associated related content relates to an event or to a venue where the at least one image was captured. The method includes the steps of providing a form that includes information that is be used for identifying the associated related content; associating the form with respect to an image bearing medium product having at least one exposed image; forwarding the form and associated image bearing medium to the service provider, the service provider using the information from the form to obtain the related content in digital form and associating the related content in digital form with respect to at least one digital image obtained from the at least one image; and the service provider providing the image product which incorporates the at least one image from the image bearing medium and the related content.